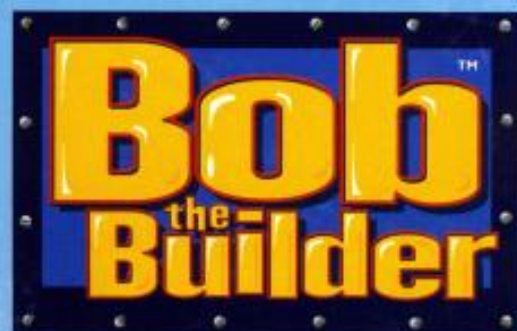


Butlins Premier Club Magazine

Issue 16, December 2004



**It's playtime
with Bob and friends**

SPA STRUCK

Go on, pamper
yourself this winter

@
Butlins
Skegness

FIT 'N' FUN

Let us help you
kick-start the New Year



NEWS & VIEWS * BIRTHDAYS * MEMORIES * LETTERS * QUIZ

New & improved for 2005

Butlins Premier Club



Look what members get now!

5% Loyalty Bonus discount for all members **ON TOP** of special offers*

- **PLUS** – for Silver and Gold members
 - more on Resort spending vouchers!
 - Silver members can receive vouchers worth up to **£20***
 - & Gold members can receive vouchers worth up to **£50***
- **Gold members – New 2005 Gift Choice**
Gold members can now choose a free gift from the new Butlins Retro range, OR a bottle of champagne OR a Billy Bear



- **For all members**
Don't forget to pick up your **FREE** collectable pin badge from your Premier Club Host on Resort in 2005!

Don't forget, Premier Club members will continue to receive these great benefits...

- Early check-in at 2.30pm
- Regular copies of the Premier Club Magazine
- Annual Gala Dinner
- What's more your holidays will now count towards your membership level during a three year calendar period, enabling you to maintain or upgrade your membership more easily.

For full details of the new Premier Club discounts, benefits and terms and conditions, please call the Premier Club Hotline
0870 243 3333

*excludes all half price offers. Please note that the new discounts, benefits and terms and conditions are available to Premier Club members with immediate effect and supersede any previous one.
† Silver and Gold members will receive this amount of vouchers on 7 night breaks only. Silver members will receive £10 on 3 or 4 night breaks and Gold members will receive £25 on 3 or 4 night breaks.

Butlins Premier Club Magazine



Welcome to the winter issue of the Butlins Premier Club magazine. We don't stop just because the summer's over – at Butlins there's plenty to do all year round and our new hi-tech spa facility at Skegness is just the thing to chase those chills away. Inside it's a hot, hot, hot 30°C – take a look at our feature on page 13.

With an eagerly anticipated visit from Father Christmas, who's got a present for every child, carol singers performing all of your festive favourites and the traditional roast turkey with all the trimmings, Christmas is one of the most exciting times to come to Butlins. Even if

you're staying in a self-catering apartment, we offer sumptuous hampers so there's no excuse to miss out on those tempting treats. In fact Butlins is so popular at this time of year that we're already taking bookings for Christmas and New Year 2005. So book now to avoid disappointment!

Finally, I'd like to wish you all a very merry Christmas and a fantastic New Year. All the best for 2005.

Joanne

Joanne Waugh, Editor



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Please send your letters to: Joanne Waugh, Butlins Premier Club magazine, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL

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BUILDING ON OUR SUCCESS

If you need anything fixing during the February 2005 half term then Butlins knows just the man – Bob the Builder.

Be sure to get down to Bob's Yard at any one of the three Butlins Resorts to catch one of his two mini-adventures every day. Bob, Wendy, Spud and Pilchard the cat will be there to welcome visitors, and children can even join Bob on his tea break in a special party pack available at the Holiday Booking Shop.

Also look out for DIY classes for children and a colourful stage set. Even our Redcoats will be getting into the spirit by dressing up to welcome Bob in smart new red hard hats.



Bag your brochure

Have you received your copy of the latest Butlins 2005 brochure? It's packed full of everything Butlins has to offer, including short breaks, half-term trips and summer holidays. If it hasn't arrived in the post or you would like to order another one, just give our Customer Services line a call (Mon-Fri, 9am-5pm) on 0870 242 2002 or visit www.butlins.com

www.butlins.com

It's the final countdown for Talent UK

Premier Club magazine would like to wish good luck to all the finalists of the Talent UK championships being held from Monday 20 to

Wednesday 22 December at Bognor Regis. The competition, run at Butlins throughout the summer, searched for the best children in four categories:

singing, DJing, dancing and MCing. All finalists have shown a huge amount of talent, so if you're at Bognor Regis at the time we hope you'll go along to cheer them on.



There's more to Exmoor

How would you fancy riding a pony across a moor? Or maybe an exciting safari is more your thing?

Running from next April, the Exmoor Experience at Butlins Minehead will include a host of activities off site. There's horse riding



on the moor from Horner Farm, or venture off-road and down river in a specially converted Land Rover Defender on an Exmoor safari trip.

For a wetter experience learn to surf. The team at Surfun will provide you with a wetsuit and a surfboard – as well as taking you to the beach.



For prices contact the Holiday Booking Shop on 01643 703331.

Bognor's new luxury hotel ✨ Fancy being a pop star?



Rooms with a view

Shoreline, a new hotel opening at Bognor Regis next year, is set to be Butlins' most modern and stylish accommodation yet.

With glorious sea views and huge widescreen TVs and DVD players, there's plenty to enjoy both outside and inside the room. For mums and dads we've laid on king-size double beds while kids have a space in a room all of their own, sleeping in deck-style singles with a TV and DVD to watch, too.

Complete with a contemporary bar and restaurant, there's also space to relax and unwind in the hotel garden.

FIND OUT MORE!
For more information and to register for further details please call
0800 242 0870
or visit
www.butlins.com/hotel



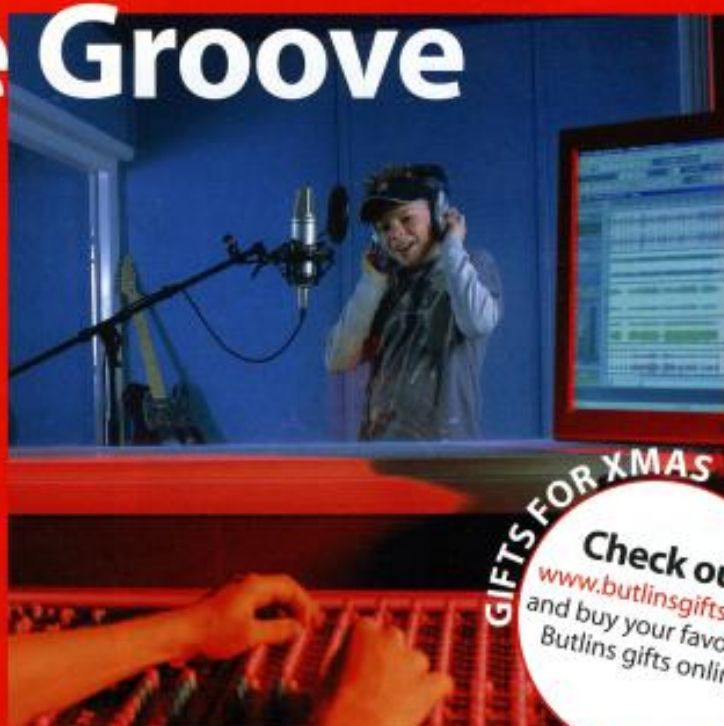
Get into the Groove

Have you ever watched *The X Factor* and thought you could do better?

Well now's your chance as the Groove Room – a fully functioning recording studio where you get to be the pop star, rehearsing and performing a song of your choice from a collection of thousands – has opened at Butlins in Bognor Regis.

After singing your heart out in a studio, kitted out with microphone, headphones and a producer working on a mixing desk behind a glass screen, you'll be given a CD of your song, personalised and printed. You can even choose to make a dedication at the beginning. For those who want sound and vision, the team will also film the recording for you to take home to show your friends.

Some of the performers he's heard so far have blown away Chris Summerfield, owner of the Groove Room. "Every now and again, we just go 'wow' this is better than anything we've seen on *The X Factor*," he enthuses. "It's been amazing how many good people there are around – I'm confident that some people we've seen here will go on to make it as artists."



GIFTS FOR XMAS
Check out
www.butlinsgifts.com
and buy your favourite
Butlins gifts online!

And Chris should know – he's worked with performers such as Joe Longthorne, Ron Moody, Lloyd Cole and the Commotions as well as Virgin 10 records.

Get wet for charity



Make a splash for charity next year by joining 25,000 swimmers in the Butlins Swimathon. Taking place at 500 pools across the UK between 19 and 27 March, the annual event attracts swimmers young and old from all levels of ability.

Sign up for the challenge – Simply Swim or Team Relay – and you'll receive a free personal trainer to help you reach your goal. To reward your fundraising efforts, we'll

also send you a selection of free gifts including t-shirts, towels and some great Butlins offers.

Last year's event saw 25,000 people dive in and their Olympian efforts helped raise an impressive £1.7 million for Macmillan Cancer Relief and The Swimathon Foundation.

NCH, the charity which works across the UK to ensure that thousands of children are brought up in a happy and safe environment, will be the main beneficiary in 2005.

If you fancy getting wet for this great cause visit www.butlins.com/swimathon or call the hotline on 0845 36 700 36.

CONGRATULATIONS CAROLE

Congratulations to Carole Smith of Tamworth, winner of our survey competition. Carole, who wins a three-night break at a Butlins of her choice, was thrilled to find out she had won: "It was a lovely surprise as I don't usually win anything. I'm going to take my children Leanne, 17, and Andrew, nine, plus, hopefully, my partner and his son, on a break in January, and am really looking forward to it."



Dinners and winners

This year's three annual Gala Dinners at Minehead, Bognor Regis and Skegness have been hailed as a huge success.

Premier Club Host Bryn Newton, who was on hand at the Minehead dinner to meet the guests, said: "This was one of the best events so far and many of the guests commented that the wonderful buffet – complete with ice sculptures – could have been a banquet fit for royalty it was so well presented."

The spectacular evening was rounded off with a raffle to win three holidays. The seven-night prize was won by Gold Premier Club members the Hawton family.



Mr Hawton said: "We've been coming since the children were little – they look forward to it every year. Our accommodation is brilliant and the Gala Dinner was fantastic." The happy Hawtons are pictured below

with Bryn Newton and Jane Baron, Touring Caravan bookings.

Silver member Sonia Mitchell from Exeter won the four-night holiday and Mr Harvey from Penzance, who has been coming to Butlins for 15 years, won the three-night prize.



Book by 31 Jan and save up to 50% on selected breaks

Reasons to book at Butlins...

Christmas & New Year 2005

Looking forward to Christmas this year? Thought much about whom you'll be spending New Year with yet? Well, believe it or not, it's time to start thinking about Christmas 2005 if you'd like to spend it at Butlins! There are so many reasons to go: from the traditional panto and roast turkey lunch (without the stress and the washing up), to festive carol singers and a visit from Father Christmas.

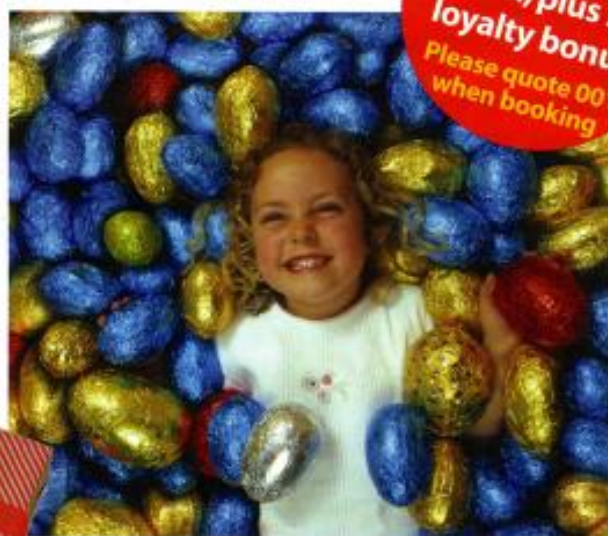
Book a New Year 2005 break by 31 January and save 10%. Silver and Gold members will also receive double on Resort spending vouchers.

Double your loyalty bonus!
Book a New Year 2005 break by 31 Jan and save 10%

Easter 2005

Follow the Easter Bunny to Butlins this year, where there will be Easter Egg hunts, a new family show called Destination Unknown, featuring the madcap genius inventor Professor Potty and Billy the Bear, plus an extravagant fancy dress parade. You can also catch the Chuckle Brothers and Darren Day. With adventures aplenty at all of the Butlins Resorts you'll never tire of things to do.

15% off brochure price!
When you book by 31 Jan, plus 5% loyalty bonus
Please quote 001 when booking



February half term 2005

After six weeks back at school your children will be in need of a break and so will you. Butlins has got lots to offer, with celebrity stars at every Resort. You could be bumping into Chesney Hawkes or ducking fists at the Super Slam Wrestling matches, dancing away to Limahl or strutting your stuff to Brotherhood of Man. For under-18s there's a new club night called Up and Under.

15% off brochure price!
When you book by 31 Jan, plus 5% loyalty bonus
Please quote 001 when booking



For more information or to book call 0870 243 3333 or visit our website at www.butlins.com

It's not too early to book for Summer 2005!
Up to Half Price June and July
breaks available on selected dates only when you book by 31 January
subject to promotional availability

Be a good sport at Butlins

Blood, sweat and cheers

From dance to dumbbells, Fit 'n' Fun is set to kick-start your New Year

We all love Christmas. But if too much turkey, mince pies and chocolate normally leaves your clothes feeling a little bit tight, then we've got the solution. This January, Butlins Bognor Regis has invited fitness trainers from TV and sport to help you get back into shape – and have some fun in the process.

Offering something for every level of fitness, the Fit 'n' Fun weekend – for over 14s only – promises to be an enjoyable opportunity to get some exercise and try something new. With more than 200 sessions to choose from, it's all happening on the weekend of Friday 21 to Monday 24 January.

Do you fancy your chances at being the next Wayne Rooney or Jonny Wilkinson? If so, we've got leading fitness coaches from football and rugby union running sports circuits for you to try. Would-be athletes can tone their muscles on an indoor cycling track or stretch their legs on our Fit 'n' Fun run.

On hand to offer her expert advice is Lydia Campbell, author, TV presenter and host of a series of videos – including *Fit for Life* with Gloria Hunniford and *Your Body's Calling* with Kimberley Davies from *Neighbours*. During the weekend Lydia, who also wrote the bestseller *Ultimate Legs, Bums 'n' Tums*, will be taking several classes, including some based on the exercises from her book.

Fit 'n' Fun will also be showcasing the latest sports equipment designed to make basic exercises more beneficial and exciting, including the best in pilates training. The Flexi-bar, however, has to be tried to be believed – shake the bar to make it vibrate and feel it strengthening your spine and working those abdominal muscles. Or go space-age with a pair of Kangoo Jumps – strap-on bouncing shoes that make you think you're defying gravity. For the more adventurous try Reebok's Deck – the 'future of step



The Flexi-bar
in action



Space-age
Kangoo Jumps

training' combining cardio for weight loss and a healthy heart, resistance training for toning and flexibility, and stretching to enhance posture and mobility.

Aerobics classes include hip hop and step sessions as well as working out with a Fitball. To add rhythm there are also lots of dance classes to choose from, including salsa and Bollywood. And for the ultimate fat-burning work-out, try studio cycling with Keiser and the all-new X-bike.

But Fit 'n' Fun is not all about physical exertion. Visitors can stimulate the body and mind in a natural bodies yoga session, join Lydia in her crystal chi relaxation class, or re-energize your inner being with a reiki class.

To book your place, give our hotline a call on 0870 243 3333.



Try a
step class

PRICES FROM

£64

Please quote 003
when booking

per person, per break based on
4 people sharing a Silver
self-catering apartment.
Price includes early booking
discount. Upgrade to Gold from
just £12 per person, per break!

**Plus 5%
Loyalty
Bonus**

Bob and friends are coming to Butlins!



Hello everyone!

Come and see me, Wendy, Pilchard and Spud at Butlins from February half term 2005! We'll be making appearances at the Kids Clubs and showing you that the fun really is in the getting it done! I've got a great drawing for you to colour in on this page and some brilliant Bob the Builder prizes to give away to 15 lucky readers. All you have to do is answer the following question:

When can you see me and my friends at Butlins?

Please send your answer on a postcard, with your name, age and address to Kate Harle, Bob the Builder Competition, Butlins Premier Club, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL. Closing date 14 February 2005.

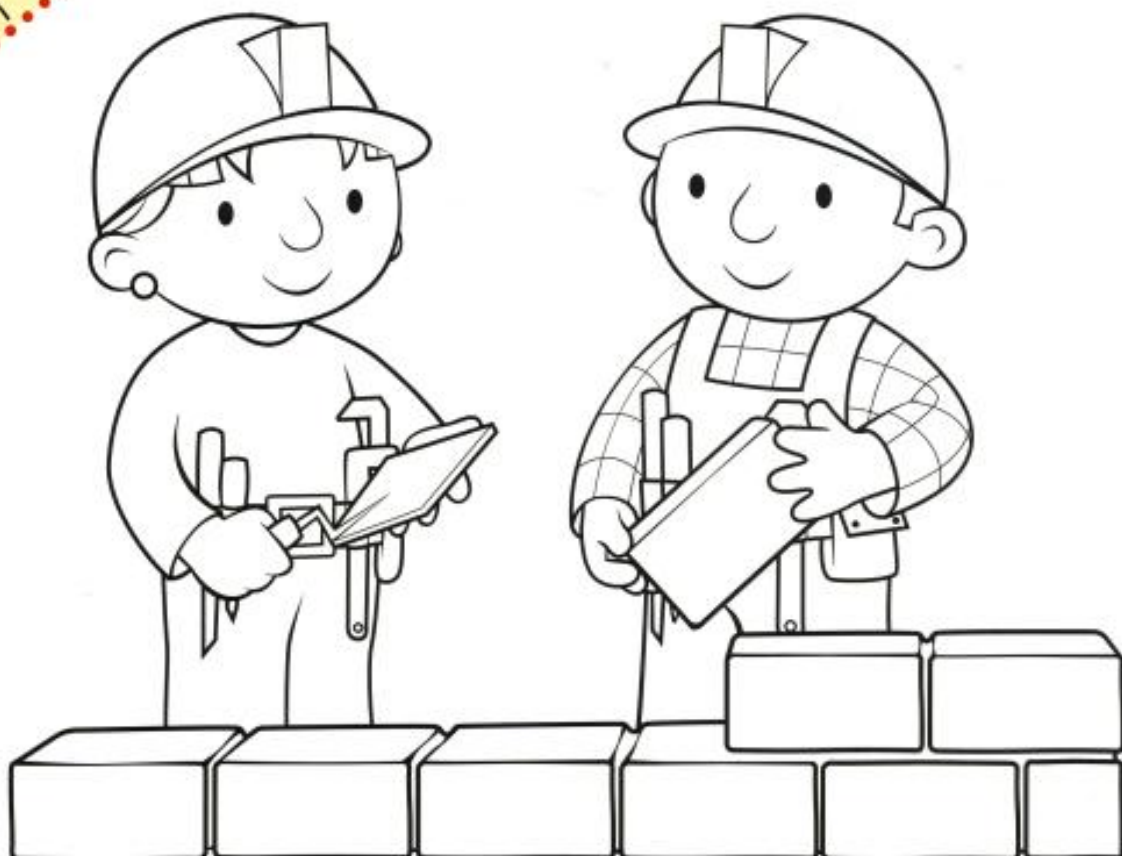
**THE FUN IS IN !
GETTING IT DONE**



The first five postcards drawn will win a copy of my great new DVD 'Snowed Under' and the next 10 will win Bob the Builder goodies.

Terms and conditions: 1. Only one entry per household. 2. The judge's decision is final. 3. No cash alternative. 4. Winners will be notified by 21 February 2005. 5. Entry to competition not open to employees of Butlins, their suppliers and associated agencies.

Colour
me in



KIDS STUFF

If you have a letter for Billy or want to show him your drawing, please send it to:
Premier Kids Stuff, Butlins Marketing, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL

HELLO EVERYONE!

Welcome to Kids Stuff, the Premier Club magazine pages that are extra special because they're just for kids like you! I hope you are all looking forward to the holiday season - I certainly am. Father Christmas is coming to Butlins this year and I can't wait to meet him. He's even bringing carol singers. Unlike most bears, I won't be hibernating over the winter, so do come and say hello - I just love making new friends.

Please keep sending in your drawings and letters - I'll always try to print them on this page. Recently, my post box has been overflowing with drawings, letters and even a special poem! Hope to see you all soon, and don't eat too much Christmas pudding!

From your friend

Billy



Dear Billy

I love you lots. We will come back to see you as soon as we can. Hope you like the picture.

Lots of love

Michaela Pedson, aged 4, Newmarket

Bethany Johnson,

aged 5, from

Darlington

sent in this great

picture of Billy Bear



Big brother winner

I love Butlins, it is cool. I go every year with my family and when the pop groups are there, my Uncle takes my twin brothers and me.

In the summer holidays I went to Butlins with my Mum, Dad and my brothers, Drew and Tom. My big brother Tom went in for a competition with Talent UK and sang Ronan Keating's 'If Tomorrow Never Comes'. He was the only boy that went for it - all the rest were girls. The competition began with six dancers, then three singers were in front of my brother Tom. A Redcoat said, 'Tom Tanner, can you please come to the stage.'

The man on stage greeted Tom and he began to sing. It went totally quiet in the audience. When the song ended, the man said he was going to speak to the judges to find out who the winner is. The man went away for a while then came back and said, 'The winner is Tom Tanner!' My brother went on stage, collected his DVD and was asked if he wanted to say anything to the audience. Tom said, 'Thank you.' Now we're going back to Bognor Regis for the final at Christmas, so thanks Tom!

George Tanner, Bristol

All the best of your superb letters, poems and drawings



These colourful pictures of Billy Bear and friends were sent in by Jennifer Clark, aged 8, and brother Adam, aged 5, from Oxfordshire

A perfect poem for Butlins

Butlins is fun, Butlins is cool
Butlins is better than splashing in
your pool
Butlins is wicked, Butlins is great,
Butlins is better than hanging out
with mates!
The Redcoats are great, the Redcoats
are pretty.
They're even better than little Tweety!
The shows are loud, the shows are funny,
They're even better than having loads
of money
The shops are huge, the shops are big
They're even better than eating figs!

Georgia Sadler, aged 10, London



It's a family affair

The Premier Club magazine is really good - it makes me laugh a lot, too! I have been going to Butlins since I was 10 months old and I have now been there 40 times! I am going again for the Gala Dinner and again in April 2005. Recently I have been going with my Mum, my brothers, my Mum's friends, their children, plus my Auntie Lisa and her four children, so there are 14 people around the breakfast table and we had a great time.

Auntie Lisa's youngest son thought only the Skyline Pavilion was Butlins, and when we got back to the chalet he was upset because he wanted to go back! He is also a big fan of Noddy - I pretended to be Noddy on my walkie talkie and he gave me a big hug.

Thank you, Butlins, because of your prices we can always afford a holiday - we just have to get time off school! Please print this in your magazine!

From Rosie Jones, aged 13, Wellingborough



Picture of Noddy, driving in his car.
Denela Ashfield, aged 3, Tipton

Carry on screening

Sit down and enjoy the latest films to hit the big screen in 2005

Next time you're at Butlins, why not escape to the movies? There are always fun films for everyone, from tiny tots to big kids like Mum and Dad. Coming soon will be *Valiant*, starring a heroic pigeon who dreams of joining the Homing Pigeon Service during the Second World War.

If that doesn't get your head spinning, then jump on the *Magic Roundabout* – your Mum will remember watching the TV show as a kid.

Listen out for Robbie Williams as Dougal and Kylie Minogue as Florence.

The magical mask that made Jim Carrey's face green and rubbery is back, too, in *Son of the Mask*. This time the mask's powers are transferred to a supercharged baby.

Each Butlins resort has its own ABC cinema, so grab a box of popcorn and relax for a few hours. Film times are shown in the foyer. There is an extra charge for the cinema.

Win your Stripes

Be a winner!

To celebrate the release of *Racing Stripes*, in cinemas nationwide from 4 February, we have teamed up with Momentum Pictures to give you the chance to

win some fantastic prizes. Ten winners will each receive a goody bag containing a backpack, zebra pencil set, zebra-striped pencil case, sticker sheet and zebra fluffy toy. For your chance to win just answer the following question:

In the film what type of animal is Stripes?

Terms and conditions: 1. Only one entry per household. 2. The judge's decision is final. 3. No cash alternative. 4. Winners will be notified by 21 February, 2005. 5. Entry to competition not open to employees of Butlins, their suppliers and associated agencies.

momentum
PICTURES

© 2004 Momentum Pictures. All Rights Reserved.

Send your answer on a postcard by 14 February, 2005 to: *Racing Stripes* competition, Premier Kids Stuff, Butlins Marketing, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL. Please include your name, age and address.

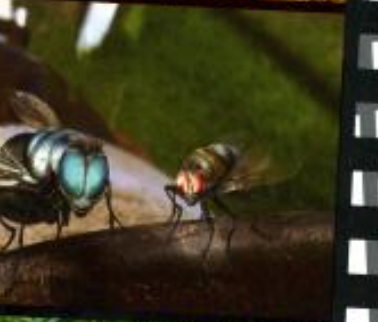
A prize surprise!

Congratulations to the winners of the *Two Brothers* competition held in the August issue of *Premier Club* magazine.

The five lucky winners, who have each received a soft toy, colouring set and mask, are: Kayleigh Bryson, 8; Frank Donald, 8; Amy-Leigh Hickman, 6; Shalaine Hope, 8; Jade Williamson, 10.

Our 10 runners-up have each won a colouring set: Rhiannon Brannon, 8; Jack Brough, 6; George Burns, 5; Joshua Curtis, 11; Molly Gill, 8; Stephen Mowbray, 11; Kiera Murray, 6; Nicole Nash; Jasmine Thwaites, 7; Megan Woodcock, 6.

RACING STRIPES





After experiencing the ultimate spa pleasures at Butlins Skegness, adults young and old will want to indulge themselves time and again

Words by Justine Bedford



Spas in their eyes

During the next three hours an invigorating fountain of water will warm my body before a mint-scented shower of mist will cool it down again. I'll also experience tropical heat quickly followed by the deluxe delights of a massage and facial. And I'll have done all this, not on some far-flung paradise island, but at Butlins' stunning new spa in Skegness.

Opened last July, the place is brand spanking new, from the curvy bright blue swimming pool with an iridescent green waterfall at one end, to the state-of-the-art hi-tech gym with treadmills, cross trainers and weight-resistant machines.

"This is a chance for parents to indulge in some pampering," says Kim Moran, hair and beauty manager. "And as the

spa is strictly over-18s, it's one of the few places that caters just for adults during the day."

Only 50 people at a time are allowed to use the spa so it never gets too crowded. The sessions last for three hours which is plenty of time to try all of the facilities over again.

The spa really is like nothing you've ever seen before at Butlins. "At the moment, people do seem quite in awe of it," Kim says. "A few have come in and asked whether this is for them."

Brian Faulkner, leisure team leader, adds: "I talk to visitors outside of the spa and they presume it's just for young, fit people who want to do a full-on workout.

"But the water therapies are good for everyone, particularly our older guests as there are real health benefits for them."



The bucket of icy water was a shock but left me feeling great

Kim continues: "We try to put all customers at their ease and are happy to explain the treatments and take them on a

tour of our facilities. We've kept the prices down but have tried to deliver a high-quality spa experience."

After a gentle swim in the warm swimming pool I tried out the hydrotherapy pool, first sitting under two fountains of water that thundered over my neck and shoulders.

Sliding over to the seats, I got myself comfy, and laid back on a bed of bubbles for 10 minutes until I forced myself to move on to the next invigorating treat.

It was time to cool down my body so I opted for the mist shower, scented with mint and great for the sinuses and the skin apparently.

Moving on to the sauna I soon found myself dripping with sweat, thanks to the intense humid dry heat.

After this I wholeheartedly advise that you have the cold ▶

THERE ARE SIX STAGES TO A DECLÉOR FACIAL

Back massage: A relaxing back massage using gentle scrubs and massage oils

Cleanse/toner: To remove dirt and oil and close pores

Exfoliate: A gentle face scrub to remove any dead surface skin cells and brighten the skin

Massage: Gentle oils and balms are rubbed into the skin to soften it

Face masks: Two face masks, one filled with vitamins to make the skin glow, and the second to hydrate

Moisturise: A creamy moisturiser to make skin velvety smooth.



drench. In a small alcove a bucket with a rope attached hangs from the ceiling. Pull on the rope and the bucket empties icy water all over you.

It was a shock to the system but left me feeling great.

Over in the beauty rooms I discovered it's not just women taking advantage of the

wonderful treatments on offer. "We have plenty of men coming in here – first they have a back or full-body massage and while they're here they ask about the men's facials," says Kim.

Beauty therapist Sarah Green has qualifications in beauty and massage and is also a trained TV and film make-up artist. In addition to facials and



massages she does manicures and pedicures using the Jessica nail products. We went into one of the smartly decorated treatment rooms and after putting on some relaxing music, Sarah massaged a creamy scrub and oils on my

back. The delicious scent of the creams filled the room with strains of lemongrass and geraniums and I struggled to stay awake.

Next stop the gym with its gleaming hi-tech machines and qualified instructor on hand to show me how the equipment worked. Richard Hoe, gym inductor and lifeguard, says: "People think they have to be super fit to use the gym but there are lots of machines to choose from, whether you want a cycle on the exercise bike or a jog on the treadmill. There are also plenty of weight machines to tone your body."

My time at the spa was fantastic – it offered an escape from life in the outside world. There really is something for everyone, whether it's a hair colour in the salon, a facial in the beauty rooms, a relaxing swim and steam or a workout in the gym. And, of course, you could always do it all.

The spa is open every day from 7am to 9pm so make sure you book a session during your next visit to Skegness.

The Team



▲ Brian Faulkner, leisure team leader, applied to work at the spa as he loves all sports and the gym keeps him fit



◀ Senior beauty therapist Tracey Dunford runs the beauty centre when Kim Moran is not around. She's got loads of experience and plenty of good advice on looking after your skin

What is a spa?

Today a spa has come to mean a place to relax and rejuvenate your body using a range of water treatments. The spa at Skegness offers a range of water features that will leave you raring to go. Ideally you should follow a hot treatment, such as a sauna, with a cold therapy, perhaps the cold drench.

Swimming pool

Stretch your tired muscles with a few lengths of our heated pool.

Hydrospa pool

Let water jets pummel your body and massage away any aches or pains. Good for arthritis or backache.

Sauna

A humid dry heat room lined with pinewood to sweat impurities out of the body.

Atlantic storm shower

A cooling mist, infused with mint to clear your sinuses and make your body tingle.

Facial

Give your face a good overhaul. All the products used are aromatherapy-based so the whole experience will smell delicious. The spa uses products from the French beauty skin care specialist Decleor, which only uses 100 per cent natural essential oils and pure plant extracts.

Cold drench

Stand under a bucket of icy water, pull the rope and feel instantly awake.

Crystal steam bath

A damp hot steam provides a gentler heat than the sauna.



SPA STRUCK

Aileen Meade (left) and Premier Club member Kerrie Powell from Derby enthuse about their time at the spa

Aileen: It's good to have somewhere to escape from the children for a while. We're definitely going to come here again next time we're in Skegness.

Kerrie: This is the first time we've been here and we think it's great. We've been for a swim and tried the sauna. That was a bit hot for us but the steam room was lovely, we really enjoyed it in there. I'd like to bring my mother here - she'd enjoy it and it would be good for her health, too.

PHOTOGRAPHY: JOHN HUNT

◀ Clare Pilkington works on fellow hairdresser Kim Harrison's hair during a quiet moment

▼ Beauty therapist Sarah Green says the spa opening was perfect timing as she's just come back home to Skegness after college

◀ Richard Hoe - lifeguard, barman and gym inducer, he admits he has to clean up around the place, too

▼ Beauty therapist Zoe Spooner enjoyed learning about Decleor when she went on one of the French beauty company's training days



BUTLINS MEMORIES

We love to share your most memorable Butlins stories



A young Des O'Connor attends a Butlins reunion at the Albert Hall in March 1962



Des-tined to be a Redcoat

As a child my grandparents often took my mother to Butlins where they became friends with Des O'Connor who was a Redcoat at the time.

I grew up hearing tales of when he stayed with my grandparents in Carlton, Nottingham, and we still have old photographs of him and his first wife, Phyllis, taken by my grandfather.

I now go to Butlins at least once a year with my children and they love it, almost as much as my husband.

The last time we went my daughter won a fancy dress competition dressed as Lara Croft. When she saw my Mum after we arrived home, my daughter said she would like to be a Redcoat when she gets older.

Verity Assod, Nottingham

Butlins replies:
That's a great story and how brilliant to still have the photos. Did you know your daughter could qualify as a Junior Redcoat when she fills in her Passport to Fun? Six stamps in a passport and children will be invited to the Junior Redcoat Graduation Ceremony.

Name that tune

I have been coming to Butlins since 1965 and wonder if you could help me identify a tune that used to be played to wake up campers in the mornings. I can remember waking up in my bunk bed to this lovely piano music that I think was called the *Singing Piano*.

I do hope you can help as I'd love to be able to hear it again.
Mrs JI Palmer, Basildon

Barmy about Butlins

For the past 35 years I have been a Butlins fanatic and have amassed numerous souvenirs, postcards and badges. However, what seem to be lacking from my collection are entertainment programmes and brochures. Do other Premier Club members have any that they no longer require? It would be much appreciated as I have tried several avenues - they'll be given a good home.
Mr K Morrison, Didcot

Butlins replies:
If you have any brochures or programmes for Mr Morrison, please send them to us at the above address and we'll pass them on!

WIN! New Butlins Retro Gifts

We're giving one lucky reader another chance to win some of these great gifts depicting Butlins of days gone by on items such as postcards, tins and fridge magnets. Remember, Gold members can choose one of these new gifts during 2005 breaks as an alternative to a bottle of champagne or a Billy Bear. Just answer the following question:

Which East End comedian went from Butlins to the big time?

Send your answer on a postcard to: Butlins Retro Gift, Premier Club magazine, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL. Closing date 14 February, 2005.

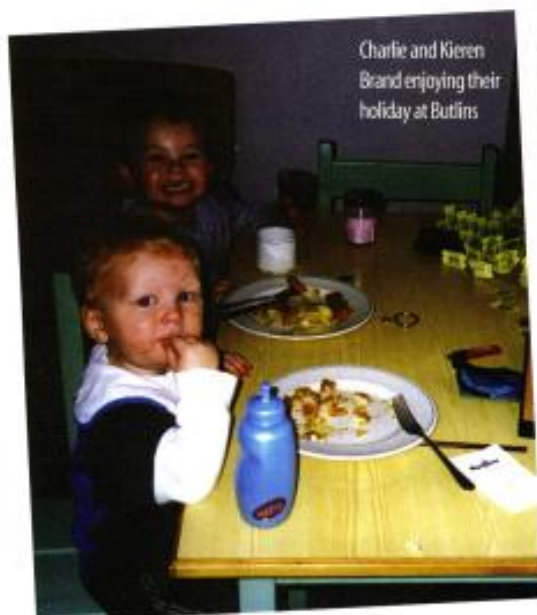
Terms and conditions: 1. Only one entry per household. 2. The judge's decision is final. 3. No cash alternative. 4. Winner will be notified by 21 February, 2005. 5. Entry to competition not open to employees of Butlins, their suppliers and associated agencies.



Butlins replies:
Are there any readers out there who remember the tune? If so, write to us at the address at the top of the page.



If you would like to share your memories, please send your letters and photos to:
Butlins Memories, Butlins Marketing, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL



Charlie and Kieren
Brand enjoying their
holiday at Butlins

First-class service

When I was a child, I never had a holiday as I came from a poor family. My first holiday was when my oldest child Charlie, now five, was 11 months. We went to Bognor Regis and I was so excited. Since then we visit twice a year and would never consider going anywhere else for a holiday. I would also like to say a huge thank you to the lovely member of the security staff at Bognor for taking us to the doctors when Charlie was taken ill last April. He was so kind but I never caught his name. I hope I can thank him personally when we go back next time.

Thank you Butlins, you are the best.

Mrs V Brand

If you have fond, funny or foggy memories of holidays at Butlins, we'd love to hear them. Write to us at Butlins Memories, Butlins Marketing, 1 Park Lane, Hemel Hempstead, Hertfordshire HP2 4YL

Mike banishes the blues

How East End comedian
Mike Reid went from
Butlins to the big time

Gravel-voiced comic and golf fanatic Mike Reid is best-known for his role as loveable rogue Frank Butcher in BBC soap *EastEnders*. But few people know that his big break came after his then wife persuaded him to enter the Butlins National Talent Competition while on honeymoon in Minehead in 1958.

Cyril Fletcher ran the talent competitions at the resort and gave Hackney-born Mike strict instructions not to use any bad language, tell any gags that were even slightly blue, and that his act must not exceed three minutes.

There was a sign that was always prominently displayed in the wings of all the entertainment venues that read: "May we remind all artists that Butlins caters for family audiences and despite the permissive world outside we intend to maintain our standards. Blue material is therefore unacceptable at Butlins. Children don't understand it, parents don't like it, and we won't have it any time. Please co-operate."



Mike opened his act with a joke about an advertisement in a newspaper: "Woman deaf in left ear wearing a hearing aid, would like to meet man deaf in right ear, also wearing a hearing aid. Object: stereo!"

He was an instant success and later made it through to the Grand Final held at the London Palladium where he came second. But Mike's career soon took off and he went on to appear in Granada Television's *The Comedians*, before returning to his East End roots in the role that made him a household name.

The comic is currently enjoying record bookings with his style of 'adult' humour, but Mike says that if it hadn't been for Butlins and the opportunity to perform in front of hundreds of holidaymakers "I don't think I would ever have had the confidence".



YOUR LETTERS

We love to read your letters and hear about your holidays

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So don't delay, write in today!

STAR
LETTER

Fully booked

As Premier Club members we recently returned from yet another enjoyable weekend at Skegness. One noticeable feature was that there seemed to be more young children and not quite so many teenagers. My son Christopher and I had the idea of introducing a series of books, based on a Butlins theme, aimed at the younger age group for them to take home as a reminder.

Like most visitors we have fallen in love with Butlins over the years and hope you don't mind that we attached a rough draft of a storyline to give you some idea.

Mr R Colman, Ipswich

Butlins replies:

Thank you Mr Colman for your storybook *Adventures at Seaport*. The pages were such fun we've printed one of them for readers to enjoy, too.



MIDDAY ON SATURDAY, MARK WAITS AT THE CAMP ENTRANCE TO MEET NEW GUESTS. SOME OF THEM RETURN YEAR AFTER YEAR, LIKE BERNARD, HUBERT, ROLAND AND BLAZER BOY, SO CALLED FOR HIS COLLECTION OF COLOURFUL BLAZERS.

Straight from the heart

I am writing to say a very big thank you for all the help that was given to my husband and me when we went to Minehead for a week's holiday in May. Unfortunately, my husband had a heart attack on our second day, but Guest Services were so very kind to us. They rang for the ambulance to take him to Taunton Hospital and as they had to keep him in for an operation I had to return to our chalet to collect our belongings. Again Butlins was kind enough to send a car to pick me up.

So once again, thank you.

Mrs MA Henson, Wakefield

From Scotland to Skegness

We must be mad! Two grandparents and their two grandchildren travel 500 miles to visit Butlins Skegness twice a year. While we have nowhere in Scotland like Butlins, Skegness has everything – it's a lovely clean site, has great apartments, and food that would put many hotels to shame with plenty of choice for everyone. There isn't enough time to do everything the boys want to do – sports, swimming, bouncy houses, crazy golf, trampolining and the fort. After our latest visit the wrestling bouts were a

topic of conversation for weeks.

We've enclosed a photo of our grandsons, Jon-Peter, seven, and Josh, six, with one of the Scottish wrestlers. We're already booked up for June next year and are eagerly looking forward to it.
Anne and Richard Cross, Aberdeenshire



Happy Birthday to you...

Happy Birthday to **JOANNA FOY** on 27 August and to her youngest son **BENJAMIN**, who was three on 21 September. Benjamin adored the Noddy rides at Skegness this summer. Happy Birthday also to **GLENDIA KEENLYSIDE**, Mum and Grandma to Joanna and Ben, who was 60 on 19 September. Wishing them all lots of luck and happiness from John Keenlyside.

A very Happy 18th Birthday to our daughter, **CLARA HINCHCLIFFE**, on 14 September. Lots of love from Mum and Dad.

Happy Birthday to **CHLOE BROWNE** who was five on 12 October and her sister **JAMIE LEIGH**, who was three on 14 October. They celebrated their birthdays at the Annual Gala Dinner at Butlins, Minehead. Love from Mummy and Nanny.

We love to hear about your Butlins holidays. If you've got a comment, please write to:
Your Letters, Butlins Marketing, 1 Park Lane, Hemel Hempstead, Herts HP2 4YL

Family fortunes

Butlins has become our second home since our first visit in April 2002. We had never been on a family holiday before but after seeing how affordable it was for a family of five, we decided to give Butlins a try.

We are very pleased that we did as we had lots of fun and the kids had so much to keep them busy. We now come to Butlins twice a year.

My children love it so much they get sad when we have to go home and are always asking how long it is until they go back. We are coming on holiday at Christmas so the children can see Father Christmas and we are also coming in April next year to celebrate my daughter's ninth birthday. My daughter said it would be the best birthday present ever.

We have never been anywhere else and wouldn't want to. Butlins is great for everyone and as long as my children and family enjoy it there will never be a better place. Thank you for making Butlins a great place to come.

Mrs C Kendall, Gosport

A dine romance

Having just arrived back home from another brilliant holiday at Skegness, I feel I must write to you in praise of the new Yacht Club. The food was excellent, the room luxurious and the staff more than helpful. I can't wait until next year, and I'll definitely be booking half board so I will be able to experience this fabulous new dining experience again.

Debra Davison, Sunderland



Thanks for the memories

Ever since we were first married my husband and I always used to go abroad on holiday. But after we retired we couldn't afford to go away so I decided to book a holiday at Butlins.

My husband said we wouldn't enjoy it but how wrong he was.

We both loved it and went to Butlins three or four times a year after that. Unfortunately, after

booking a holiday for last May my husband was diagnosed with prostate cancer in March and sadly passed away in April.

But right to the end he was saying how he had to get better for his holiday at Butlins.

I will be back sometime but just can't face a holiday to Butlins without him this year.

Thanks very much for some great memories.
Mrs S Grindey,
Cambridgeshire



Happy Birthday to my darling husband **DAVID MEARS**, who was 58 on 16 September.

Happy Birthday to my two girls, **LAURA GRACE PARK**, on 2 September, and **DONNA LOUISE PARK**, on 20 November. Love from Dad.

A special Happy Birthday to **DALE OCCLESHAW** who celebrated his eighth birthday at Butlins, Bognor Regis, on 14 July. Lots of love and kisses from Mummy, Daddy, Daniel, Aimi, Ben, Robyn and Johnny.

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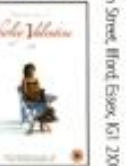
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